



To: Zero Waste Advisory Commission

From: Bob Gedert, Department Director, Austin Resource Recovery

Date: May 8, 2013

Subject: **Advertising Procurements Exempt from State Competitive Procurement Statute**

The purpose of this item is to seek a ZWAC recommendation for the City Council to authorize recurring purchases of advertising in an amount not to exceed \$155,000.

Background

The subject advertising expenditures support ARR's Recycle Right and Business Outreach and Education Programs in the amounts indicated below.

<u>Publication</u>	<u>Program</u>	<u>Amount</u>
Austin American Statesman	Recycle Right	\$85,000
Austin Business Journal	Business Outreach & Education	\$70,000
Total		<u>\$155,000</u>

The Recycle Right Program aims to increase the recycling rate (and ultimately the diversion rate), reduce contamination, educate customers on the proper use of each cart and initiate a two-way conversation with the public about recycling correctly. Feedback from previous campaigns indicates that advertising to the community at large is successful with most customers.

The Business Outreach and Education Program helps the business community to establish or improve waste diversion programs to help prevent, reduce, or recycle materials otherwise sent to local landfills. Advertising increases awareness of new recycling requirements and gives visibility to the resources available for businesses to implement effective diversion programs.

Staff will evaluate the performance of past advertising, target audience demographics and psychographics prior to placing advertisement. In the event that a publication identified above discontinues services or is otherwise unable to provide the services, the City will attempt to use a similar publication to fulfill the program requirements without returning for additional Council action.

Staff Recommendation

Staff recommends City Council authorization for recurring exempted procurements (Advertising) under Local Government Code Chapter 252 for expenditures to conduct routine city of Austin business with multiple agencies and vendors in separate amounts not to exceed totals listed above and a total expenditure amount not to exceed \$155,000.